



NJ DIVISION OF TRAVEL & TOURISM BROCHURE DISTRIBUTION APPLICATION

1. COMPANY NAME: _____
2. ADDRESS: _____

3. PHONE #: _____ FAX #: _____
4. EMAIL: _____ WEBSITE: _____
5. CONTACT PERSON: _____
6. BROCHURE TITLE: _____

7. BRIEFLY DESCRIBE:
(A). HOW YOUR ORGANIZATION SERVES THE TRAVELING PUBLIC

(B). AVERAGE ANNUAL ATTENDANCE FIGURES

(C). IS YOUR FACILITY OPEN YEAR ROUND? _____ SEASONAL? _____

(D). IS YOUR FACILITY ACCESSIBLE FOR INDIVIDUALS W/DISABILITIES? YES _____ NO _____

I HAVE READ & UNDERSTAND THE GUIDELINES PERTAINING TO DISTRIBUTION OF BROCHURES AT THE NJ DIVISION OF TRAVEL & TOURISM'S WELCOME CENTERS.

Signature _____ Date _____

Title _____

Need help? Contact Phyllis Oppenheimer at 609-292-4239 or Phyllis.oppenheimer@sos.state.nj.us



WELCOME CENTER SITE SELECTION FORM

Listed below are the locations of all our New Jersey Welcome Centers. *Please check off the Center(s) of choice for the display of your brochures.*

- ☐ **Atlantic City Expressway** – Farley Plaza Travel Plaza, Mile Marker 17. Hammonton.
- ☐ **Deepwater Welcome Center** – Route 295 (2 miles north of Delaware Memorial Bridge).
- ☐ **Jackson Premium Outlets** - 537 Monmouth Road, Suite 168A, Jackson.
- ☐ **Jersey Gardens Concierge & Visitor Info. Center** – 651 Kopkowski Road, Lower Level, Entrance D, Elizabeth.
- ☐ **John Fenwick Welcome Center** - New Jersey Turnpike North, Mile Marker 5.4, Penns Grove.
- ☐ **Knowlton Welcome Center** – Route I-80, (7 miles east of the Delaware Water Gap), Columbia.
- ☐ **Liberty State Park** - CRRNJ Terminal, 1 Audrey Zapp Drive, Jersey City.
- ☐ **Liberty Village Premium Outlets** – One Church Street, Flemington, NJ. **(50 MAXIMUM)**
- ☐ **Molly Pitcher Welcome Center** – New Jersey Turnpike South, Mile Marker 71.9, Cranbury.
- ☐ **Montvale** – Garden State Parkway N/S, Mile Marker 172, 8 miles from Tappan Zee Bridge.
- ☐ **Newark-Liberty International Airport** - International Arrivals, Terminal B. **(50 MAXIMUM)**
- ☐ **Ocean View** - Garden State Parkway N/S, Mile Marker 18.3, Cape May.
- ☐ **Somerset** - Grove Street & Route 22 East, Bridgewater. **(25 MAXIMUM)**
- ☐ **Vince Lombardi Information Center** - NJ Turnpike, Mile Marker 116 N/S, Ridgefield.
- ☐ **Trenton Visitors Center** - 102 Barrack Street, Trenton **(25 MAXIMUM)**

Name of Brochure_____

Contact Name_____ Telephone Number_____ Email: _____

FOLLOWING APPROVAL NOTIFICATION, YOU WILL BE FURNISHED WITH SHIPPING ADDRESSES AND RESPONSIBLE FOR SHIPPING YOUR BROCHURE(S) DIRECTLY TO APPROVE SITES.



LITERATURE DISTRIBUTION POLICY
New Jersey Division of Travel and Tourism

I. OBJECTIVE

To provide for the display and distribution of **only** New Jersey tourism literature in state designated Tourist Welcome Centers. Brochures and publications pertaining to NJ tourism destinations are eligible for consideration.

II. BROCHURE STANDARDS

To obtain approval an application, site selection form, and **two (2)** samples of the brochure must be mailed to: Phyllis Oppenheimer, NJ Division of Travel and Tourism, P.O. Box 460, Trenton, NJ 08625. You may submit your application via postal mail or email to Phyllis.oppenheimer@sos.state.nj.us if your brochure/rack card meets the criteria below. The standards for approval are as follows:

A. Content:

1. Brochures must represent tourism related services. Must show worth and usefulness to tourists and overall value to the State's effort in promoting tourism and vacation travel.
2. Brochures should answer the questions: Who, What, Where, When (hours/days/months of operation), Contact and admission charge, if any.

B. Size and Appearance:

1. Brochures must be professionally produced & printed and at least 3-1/2" to 4" wide by 9" long.
2. Name of attraction, business or brochure title should be placed at the top so that it is easily viewed by the public.
3. Rack card paper stock must be sufficient weight (65 lbs or heavier) to prevent wilting or drooping in rack.

4. Inserts are **NOT** permitted, unless they are professionally adhered to the brochure, i.e. (stapled, glued, taped). This will prevent separation & help maintain order in welcome center literature distribution racks.
5. We request that you consider using recyclable paper for your brochures to help save our environment.

III. SHIPPING

- A. Brochures must be shipped or delivered directly to the Welcome Center Mondays thru Fridays, between 9:00 a.m. and 3:00 p.m.
- B. Advertisers are responsible for all shipping charges.
- C. C.O.D. will not be accepted.
- D. Boxes must be of sturdy cardboard construction, tightly packed and cannot weigh more than 20 lbs.
- E. Maximum first time shipment is **400** brochures to each Tourist Welcome Center of choice. **EXCEPTIONS: 50 MAXIMUM TO LIBERTY VILLAGE & NEWARK. SOMERSET & TRENTON SHOULD ONLY RECEIVE 25 COPIES MAXIMUM.**
- F. Please include in your shipment: name, address, telephone number and email address (or business card if available) so the travel counselor can call you when your brochure needs replenishing.
- G. A phone call will be placed by the center's staff to the advertiser if additional brochures are needed.

IV. DISCLAIMER

The distribution and display of public and private industry brochures at New Jersey Welcome Centers does not constitute an endorsement or recommendation of the product/service or guarantee the accuracy of the information provided.

The New Jersey Division of Travel and Tourism remains the controlling authority at all times and has the right to remove or disqualify a brochure from the display at any time for just cause.

Every effort will be made to display approved brochures. Should rack space be limited, brochures will be rotated in and out of the available display space on an equitable basis.

Revised 07/08